

Claims

[0132] What is claimed is:

1 1. A computer-implemented method for capturing and presenting node
2 sequence data, wherein a plurality of nodes are designated as checkpoints and a
3 plurality of nodes are not designated as checkpoints, the method comprising:
4 receiving input designating a target path comprising a sequence of
5 checkpoint nodes;
6 retrieving, from a stored log, a plurality of records comprising node
7 sequence data;
8 filtering the retrieved records to identify records corresponding to node
9 sequences that include the checkpoint nodes of the target path,
10 at least one of the identified records further including at least
11 one node not designated as a checkpoint; and
12 outputting a report based on the identified records.

1 2. The method of claim 1, wherein the node sequence data comprises
2 website visitation path data, and wherein each node corresponds to at least one
3 web page.

1 3. The method of claim 2, further comprising, prior to retrieving the
2 plurality of records:

3 monitoring web page visits; and
4 storing, in the log, records representing the monitored web page visits.

1 4. The method of claim 1, wherein filtering the retrieved records
2 comprises:
3 extracting, from each retrieved record, a checkpoint node sequence
4 including checkpoint nodes and excluding nodes not
5 designated as checkpoints; and
6 identifying records having checkpoint node sequences matching the
7 checkpoint node sequence of the target path.

1 5. The method of claim 1, wherein the target path comprises a checkpoint
2 node corresponding to an entry point.

1 6. The method of claim 1, wherein the target path comprises a checkpoint
2 node corresponding to an exit point.

1 7. The method of claim 1, wherein outputting the report comprises
2 outputting a report indicating relative frequencies of occurrence of node
3 sequences.

1 8. The method of claim 1, wherein outputting the report comprises
2 outputting a report indicating relative frequencies of occurrence of node
3 sequences that include the checkpoint nodes of the target path.

1 9. The method of claim 1, wherein outputting the report comprises
2 outputting a graph including lines depicting node sequences, wherein a visual
3 characteristic of the lines indicates relative frequency of occurrence of node
4 sequences.

1 10. The method of claim 9, wherein the visual characteristic is thickness.

1 11. The method of claim 9, wherein the visual characteristic is color.

1 12. A computer-implemented method for capturing and presenting node
2 sequence data, comprising:

3 receiving input designating a target path comprising a sequence of nodes,

4 the target path further comprising at least one wild card;

5 retrieving, from a stored log, a plurality of records comprising node

6 sequence data;

7 filtering the retrieved records to identify records corresponding to node

8 sequences that match the target path; and

9 outputting a report based on the identified records.

1 13. The method of claim 12, wherein the node sequence data comprises
2 website visitation path data, and wherein each node corresponds to at least one
3 web page.

1 14. The method of claim 13, further comprising, prior to retrieving the
2 plurality of records:

3 monitoring web page visits; and

4 storing, in the log, records representing the monitored web page visits.

1 15. The method of claim 12, wherein the target path comprises a node
2 corresponding to an entry point.

1 16. The method of claim 12, wherein the target path comprises a node
2 corresponding to an exit point.

1 17. The method of claim 12, wherein outputting the report comprises
2 outputting a report indicating relative frequencies of occurrence of node
3 sequences.

1 18. The method of claim 12, wherein outputting the report comprises
2 outputting a report indicating relative frequencies of occurrence of node
3 sequences that match the target path.

1 19. The method of claim 12, wherein outputting the report comprises
2 outputting a graph including lines depicting node sequences, wherein a visual
3 characteristic of the lines indicates relative frequency of occurrence of node
4 sequences.

1 24. The system of claim 23, further comprising:
2 a tracking server, coupled to the log, for monitoring web page visits and
3 for transmitting a signal to the log to store records representing
4 the monitored web page visits.

1 25. The system of claim 22, wherein the path analysis module:
2 extracts, from each retrieved record, a checkpoint node sequence
3 including checkpoint nodes and excluding nodes not
4 designated as checkpoints; and
5 identifies records having checkpoint node sequences matching the
6 checkpoint node sequence of the target path.

1 26. The system of claim 22, wherein the target path comprises a
2 checkpoint node corresponding to an entry point.

1 27. The system of claim 22, wherein the target path comprises a
2 checkpoint node corresponding to an exit point.

1 28. The system of claim 22, wherein the output device outputs a report
2 indicating relative frequencies of occurrence of node sequences.

1 29. The system of claim 22, wherein the output device outputs a report
2 indicating relative frequencies of occurrence of node sequences that include the
3 checkpoint nodes of the target path.

1 30. The system of claim 22, wherein the report comprises a graph
2 including lines depicting node sequences, wherein a visual characteristic of the
3 lines indicates relative frequency of occurrence of node sequences.

1 31. The system of claim 30, wherein the visual characteristic is thickness.

1 32. The system of claim 30, wherein the visual characteristic is color.

1 33. A system for capturing and presenting node sequence data,
2 comprising:
3 a log, for storing a plurality of records comprising node sequence data;
4 an input device, for receiving input designating a target path comprising a
5 sequence of nodes, the target path further comprising at least
6 one wild card;
7 a path analysis module, coupled to the log and to the input device, for
8 retrieving records and for filtering the retrieved records to
9 identify records corresponding to node sequences that match
10 the target path; and

11 an output device, coupled to the path analysis module, for outputting a
12 report based on the identified records.

1 34. The system of claim 33, wherein the node sequence data comprises
2 website visitation path data, and wherein each node corresponds to at least one
3 web page.

1 35. The system of claim 34, further comprising:
2 a tracking server, coupled to the log, for monitoring web page visits and
3 for transmitting a signal to the log to store records representing
4 the monitored web page visits.

1 36. The system of claim 33, wherein the target path comprises a node
2 corresponding to an entry point.

1 37. The system of claim 33, wherein the target path comprises a node
2 corresponding to an exit point.

1 38. The system of claim 33, wherein the output device outputs a report
2 indicating relative frequencies of occurrence of node sequences.

1 39. The system of claim 33, wherein the output device outputs a report
2 indicating relative frequencies of occurrence of node sequences that match the
3 target path.

1 40. The system of claim 33, wherein the report comprises a graph
2 including lines depicting node sequences, wherein a visual characteristic of the
3 lines indicates relative frequency of occurrence of node sequences.

1 41. The system of claim 40, wherein the visual characteristic is thickness.

1 42. The system of claim 40, wherein the visual characteristic is color.

1 43. A computer program product for capturing and presenting node
2 sequence data, wherein a plurality of nodes are designated as checkpoints and a
3 plurality of nodes are not designated as checkpoints, the computer program
4 product comprising:

5 a computer-readable medium; and

6 computer program code, encoded on the medium, for:

7 receiving input designating a target path comprising a sequence of
8 checkpoint nodes;

9 retrieving, from a stored log, a plurality of records comprising node
10 sequence data;

11 filtering the retrieved records to identify records corresponding to
12 node sequences that include the checkpoint nodes of the
13 target path, at least one of the identified records further

14 including at least one node not designated as a
15 checkpoint; and
16 outputting a report based on the identified records.

1 44. The computer program product of claim 43, wherein the node
2 sequence data comprises website visitation path data, and wherein each node
3 corresponds to at least one web page.

1 45. The computer program product of claim 44, further comprising,
2 computer program code, encoded on the medium, for, prior to retrieving the
3 plurality of records:
4 monitoring web page visits; and
5 storing, in the log, records representing the monitored web page visits.

1 46. The computer program product of claim 43, wherein the computer
2 program code for filtering the retrieved records comprises computer program
3 code for:
4 extracting, from each retrieved record, a checkpoint node sequence
5 including checkpoint nodes and excluding nodes not
6 designated as checkpoints; and
7 identifying records having checkpoint node sequences matching the
8 checkpoint node sequence of the target path.

1 47. The computer program product of claim 43, wherein the target path
2 comprises a checkpoint node corresponding to an entry point.

1 48. The computer program product of claim 43, wherein the target path
2 comprises a checkpoint node corresponding to an exit point.

1 49. The computer program product of claim 43, wherein the computer
2 program code for outputting the report comprises computer program code for
3 outputting a report indicating relative frequencies of occurrence of node
4 sequences.

1 50. The computer program product of claim 43, wherein the computer
2 program code for outputting the report comprises computer program code for
3 outputting a report indicating relative frequencies of occurrence of node
4 sequences that include the checkpoint nodes of the target path.

1 51. The computer program product of claim 43, wherein the computer
2 program code for outputting the report comprises computer program code for
3 outputting a graph including lines depicting node sequences, wherein a visual
4 characteristic of the lines indicates relative frequency of occurrence of node
5 sequences.

1 52. The computer program product of claim 51, wherein the visual
2 characteristic is thickness.

1 53. The computer program product of claim 51, wherein the visual
2 characteristic is color.

1 54. A computer program product for capturing and presenting node
2 sequence data, comprising:
3 a computer-readable medium; and
4 computer program code, encoded on the medium, for:
5 receiving input designating a target path comprising a sequence of
6 nodes, the target path further comprising at least one
7 wild card;
8 retrieving, from a stored log, a plurality of records comprising node
9 sequence data;
10 filtering the retrieved records to identify records corresponding to
11 node sequences that match the target path; and
12 outputting a report based on the identified records.

1 55. The computer program product of claim 54, wherein the node
2 sequence data comprises website visitation path data, and wherein each node
3 corresponds to at least one web page.

1 56. The computer program product of claim 55, further comprising
2 computer program code, encoded on the medium, for, prior to retrieving the
3 plurality of records:
4 monitoring web page visits; and
5 storing, in the log, records representing the monitored web page visits.

1 57. The computer program product of claim 54, wherein the target path
2 comprises a node corresponding to an entry point.

1 58. The computer program product of claim 54, wherein the target path
2 comprises a node corresponding to an exit point.

1 59. The computer program product of claim 54, wherein the computer
2 program code for outputting the report comprises computer program code for
3 outputting a report indicating relative frequencies of occurrence of node
4 sequences.

1 60. The computer program product of claim 54, wherein the computer
2 program code for outputting the report comprises computer program code for
3 outputting a report indicating relative frequencies of occurrence of node
4 sequences that match the target path.

1 61. The computer program product of claim 54, wherein the computer
2 program code for outputting the report comprises computer program code for
3 outputting a graph including lines depicting node sequences, wherein a visual
4 characteristic of the lines indicates relative frequency of occurrence of node
5 sequences.

1 62. The computer program product of claim 61, wherein the visual
2 characteristic is thickness.

1 63. The computer program product of claim 61, wherein the visual
2 characteristic is color.